

Getting the People in



Digitized by



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

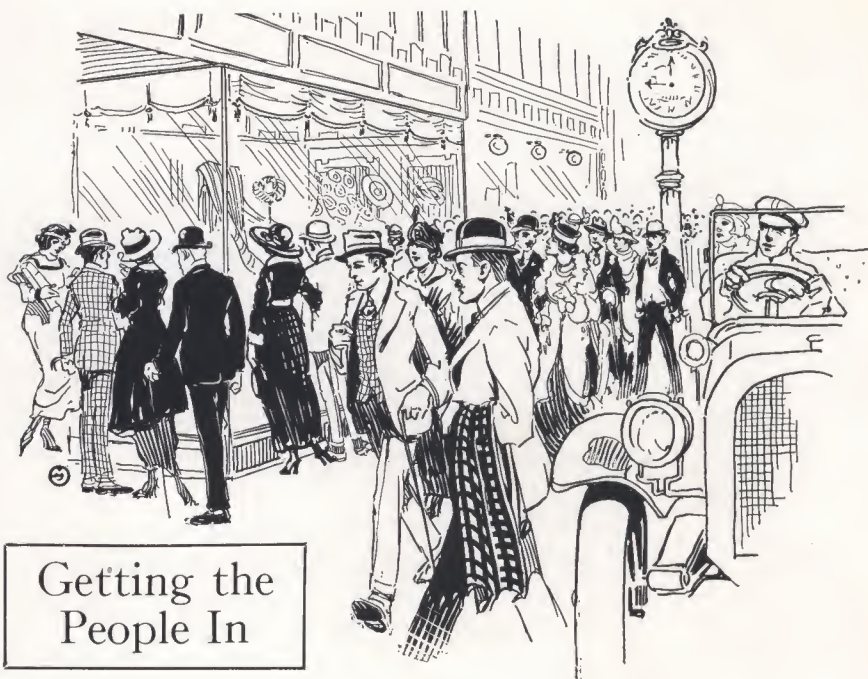
Jim Draeger



THIS BOOK brings to you
the experience of scores of
merchants in your own line and
in many other lines throughout
the country.

Zouri Drawn Metals Company
International Store Front Company

FACTORIES AND GENERAL OFFICES
CHICAGO HEIGHTS, ILLINOIS



Getting the People In

THOUSANDS of people pass your store—only a few of them come in. Passers-by may have all kinds of money in their pockets—but if they don't come in you get none of the benefit.

You may be on the best side of the best street, paying a terrific rent, but your good location is of small value to you unless your show-windows are so attractive and inviting that the crowds, **STOP, LOOK and—ENTER.**

Your goods may be the best and your reputation as a merchant the highest; but, unless you are able to get the passing crowds **INTO YOUR STORE**, you will lose in the fight for business.

Newspaper and other local advertising is a powerful help—and very costly, as you too well know.

But the **CHEAPEST OF ALL ADVERTISING** measured by its cost-percent of sales is **SHOW-WINDOW ADVERTISING.**

Common-Sense Philosophy of Advertising

The value of all advertising depends upon the quantity and quality of its **EFFECTIVE** circulation.

The quantity element in the effective circulation of a newspaper, for instance, is not the total number of copies that newspaper prints, but:

- 1st. The probable number who will both see and read your particular advertisement at that particular time.
- 2nd. The number who read or live in the zone tributary to your store and are therefore possible customers.



Make your show windows a magnet to pull the people in.

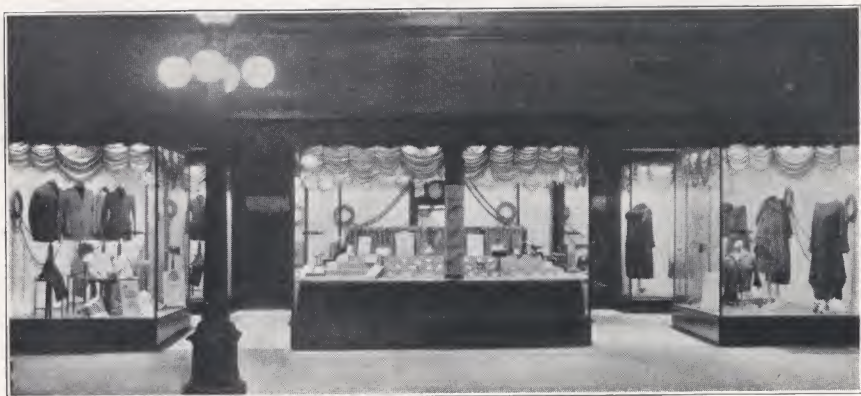
Some newspapers recognize this condition by quoting lower rates to outlying stores than they do to the big downtown stores; but, no matter how great concessions they make in this

direction, the element of waste is destructively large.

See what Mr. Cassidy says on page 23.

Then remember that the most effective "circulation" of all is the throng of buyers who move along the sidewalk **IN FRONT OF YOUR STORE**; because, if you are well-located, **MORE THOUSANDS** of people pass your store every day than would actually read your advertisement in any local newspaper.

And, that all those thousands are **AT THAT MOMENT** possible customers, because they are not only in your zone, but **AT YOUR THRESHOLD**.



The National Store—Evansville, Indiana.

This inviting arcade store gets not only maximum window space, but the attractive bay is a standing invitation to the people to enter and BUY.

THE QUALITY of circulation of a newspaper or other advertising medium is not only the buying power but the buying MOOD of the people who actually read to see your ad in any such medium.



This handsome Lambden front, with large vestibule, illustrates how Zouri designers co-operate with merchants, building owners, and architects.



The Sterling Furniture Store, Toronto, Canada, makes effective use of flush windows with a broad, deep entrance—all Zouri set.

When a woman reads an advertisement in a street car or newspaper a **TEMPORARY** buying impulse may be created in her mind—but she is far away from the store and the impulse is too often lost before she can act on it.

But when she is **PASSING YOUR STORE**, she is quite likely to be in that neighborhood for the **PURPOSE OF BUYING**; and that is the one psychological moment to make her a customer.

Reading an advertisement makes some impression. If the ad contains the picture of the goods advertised that impression is at least ten times as strong and permanent as when no picture is used.

But when you can lead your prospective customer to stop and look at the **GOODS THEMSELVES**, in your show window the impression—and the desire-to-buy is at least **TWENTY** times as powerful and lasting, as the mere reading **ABOUT** the goods.

Later we show how **Zouri Key-Set Show Windows** **DOUBLE** the pulling power of any window display, and how we make it our business to design windows that literally reach out and pull the people in.

The Matter of Rents

MERCHANTS who make the most money are usually those who pay the highest rents. In the shopping district of a town there is usually one best street, and one best side of that street. And the landlord who is lucky enough to own a building on the good side of the best street can ask perhaps twice as much rent per foot, as his neighbor just across the street.

Why?

Simply because more **MONEY** walks by; more well-to-do people go to that particular part of the city **FOR THE PURPOSE OF BUYING.**

The United Cigar Stores Company has become wealthy and powerful more through its courage to **PAY THE HIGHEST RENTS** than through any other one cause.



"Before the United Cigar Stores Co. rents a store anywhere, it stations expert 'counters' in front of that location."

And before that company rents a store anywhere it stations expert "counters" in front of that location, who count the total number of men who pass hour after hour, day after day, for at least a week.

And upon the total count, as compared with similar records on other streets or in other cities, they decide how much rent they can afford to pay for that location.

Sometimes they bid as high as **DOUBLE** the rent then being paid by the present tenant, in order to secure a desirable location for themselves.

How do they know that they can afford to pay such rent?



"They know that their show windows will be so enticing to men, that—"

Simply because they know that their **SHOW WINDOWS** will be so enticingly attractive to men that a **CERTAIN FIXED AVERAGE PROPORTION** of **ALL** the men who pass will be attracted **INTO** the store and will buy United cigars, cigarettes and tobaccos.

This whole subject is of intense interest and importance; and is worth a book in itself; but, grip this one fixed fact: *The best, and therefore the cheapest, advertising any merchant can invest in, is HIS OWN SHOW WINDOWS!*

The reason that the United Cigar Stores Company, the big 5 and 10c Store Companies, certain, successful Drug Syndicates and other skillful and powerful merchandising organizations can pay very high rent, is that they know that their **WINDOWS WILL PAY IT FOR THEM**, many times over.

What they are buying is not so much **FLOOR** space as **WINDOW DISPLAY** space, and they recognize that a corner store with small floor space is pretty sure to be a better money-maker than an inside store of twice its floor-area because the corner store has **TWICE THE WINDOW SPACE!**

BUT WINDOW-SPACE IS ONLY A BEGINNING. The best farm in the world will lose money unless it is wisely cultivated.

The best window space on the best side of the best street in the best shopping district of any city will lose money unless it is also well cultivated.



Neuhausel Bros. Department Store, Toledo, Ohio, has an arcade Zouri front that is worth hundreds of thousands of dollars a year in the selling value of the display space.

And in this case, the profitable “cultivation” of a window space depends upon the form and character of **THE WINDOW ITSELF**, just as the profitable cultivation of a farm depends upon the soil and other important local conditions



Detail view inside the Neuhausel arcade store front illustrated above, showing how each department gets its chance to beckon in the passer-by.



Note the splendid night display in show windows set in Zouri construction.



Illustrating how even a narrow store can be given two entrances in such a way as to add rather than reduce effective window display space. This has been designed for Neal's Flower Shop.



Victoria Building, 5th Ave. and 27th St., New York—Zouri-Set windows occupy the entire frontage. Office building owners are rapidly discovering the safety features of the Zouri Safety Setting.

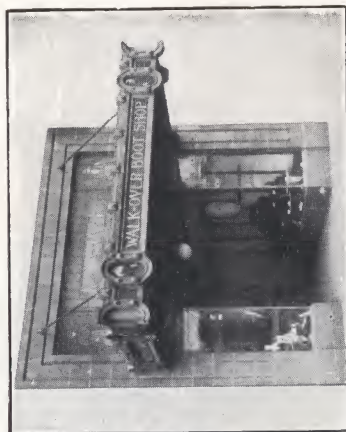
A FEW ILLUSTRATIONS OF STORE FRONTS



UNITED CIGAR STORES CO.
CIGARS UNITED CIGARS



The **Rexall**
Store



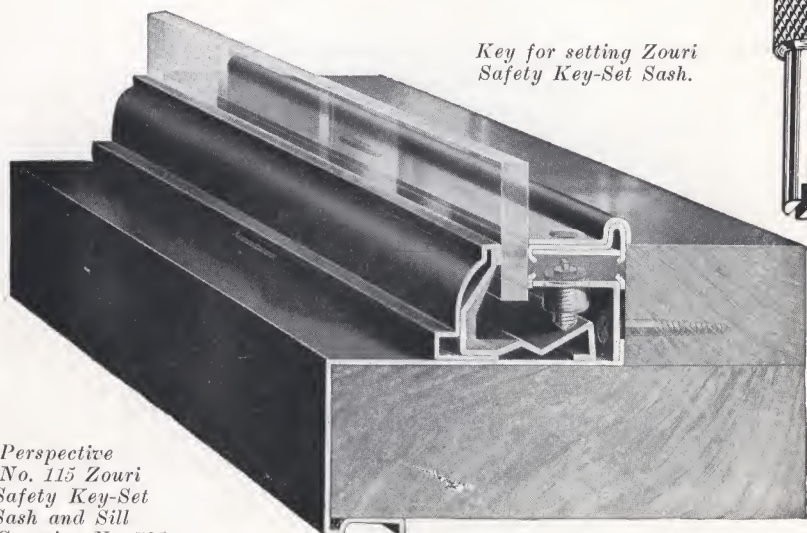
WALK OVER

A few of the many chain stores using Zouri store front construction

Zouri Safety Key-Set Sash

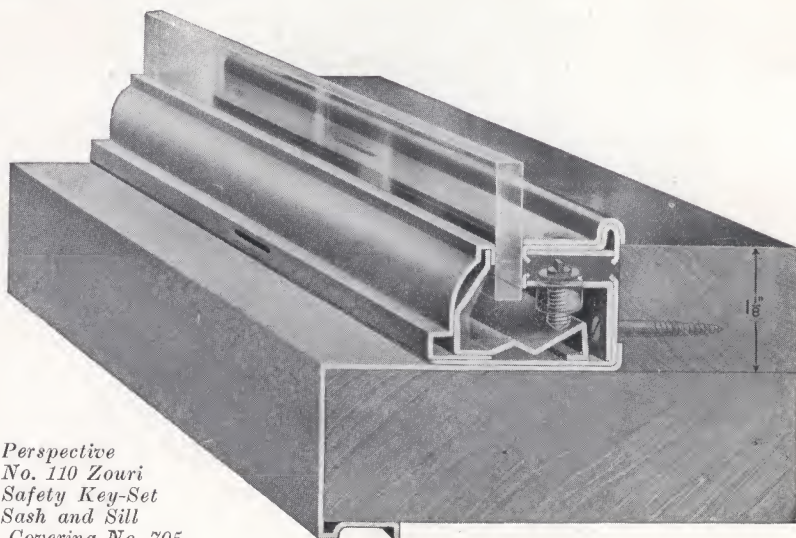


*Key for setting Zouri
Safety Key-Set Sash.*



*Perspective
No. 115 Zouri
Safety Key-Set
Sash and Sill
Covering No. 705.*

The Zouri Safety Key-Set Sash is ornamental, and the safest known setting for plate glass. There are no screws visible. It is free from the danger of direct screw pressure. Its inner member is rigid and substantial. Through the indirect screw pressure system of installation and the Murnane Self-Adjusting Setting Block, it is proof against the carelessness of workmen.



*Perspective
No. 110 Zouri
Safety Key-Set
Sash and Sill
Covering No. 705.*

Rigid Support Inside The Glass

It is important to remember that, in ZOURI Construction, the inner moulding against which the glass is held is rigid, instead of being pliable or springy. This gives a UNIFORM AND UNYIELDING SUPPORT TO THE GLASS.

Also, that the use of the small thumb key prevents the glass setter from doing violence to the glass. The Key is very



A double deck store front with deep returns showing the large display space obtainable. The Golde Clothing Co. of St. Louis have found this type of front a large business-getter.

small—the cut shows its exact size, and the leverage which the strongest thumb-and-fingers can exert on this key is not sufficient to bend or stress any plate of glass heavy enough for a show window.

You wouldn't try to wind a watch with a screw driver, and key-wound watches are always supplied with such small keys that the man doing the winding will not be likely to do violence to the watch in winding it.

Sash and Sill Covering

Note especially (see illustration on Pages 14 and 32) that one solid sheet of copper covers and underlies Zouri Sash No. 110 together with No. 705 Sill Covering, which protects not only the top of the sill, but its outer face, sweeping round under the sill to protect it from damage due to the trick water has of clinging to the under side of a timber.

Water Drainage

The inner and outer member of the sash are PERFORATED at intervals of 5 inches on face and 10 inches on back, to allow



The Capitol Theatre Building, New York City.—Zouri construction used for all store fronts.

the escape of any water that drains down the inside of the glass, either when washing the window or from the condensation of moisture in such a manner that this drainage or condensation CANNOT COME IN CONTACT WITH THE WOOD OF THE SILL. (See pages 14 and 32.)

Dirt or Frost, Which!

Zouri Settings are made in two principal types—the sealed setting and the ventilated setting.

While we demonstrate, again and again, that the ZOURI Ventilating System admits less dirt to a show window than any other system, we wish to say, frankly, that the only way to keep all dust out of a window is to **SEAL IT ABSOLUTELY** against the admission of all outside air.

Now, one of the ways to prevent a window from frosting is to circulate the cold outside air from the bottom of the inside of the glass, to an outlet at the top. But where the outside air is full of dust and soot, a certain amount of the lighter particles of that dirt will be sure to be carried by the air circulation through the lower ventilator openings and into the window.

Close your own windows, tight, when you leave your house for the summer, and see how much dirt has seeped in while you've been away, even without any air perforations.

Our Solution of the Problem

For customers in any climate where the air is full of soot and dust (and where is that not the case?), we recommend and supply **HERMETICALLY SEALED** Zouri Windows.

Look at Marshall Field's Windows

That a **PERFECTLY HERMETICALLY SEALED WINDOW** is the best safeguard against frost cannot be better indicated than by the practice of Marshall Field & Company, the world's greatest retail merchants. An examination of their marvelous show windows in their magnificent store on State Street, Chicago, will reveal the fact that the windows are hermetically sealed.

For landlords and merchants who are still of the belief that they need such ventilation, may we say that **WE** supply

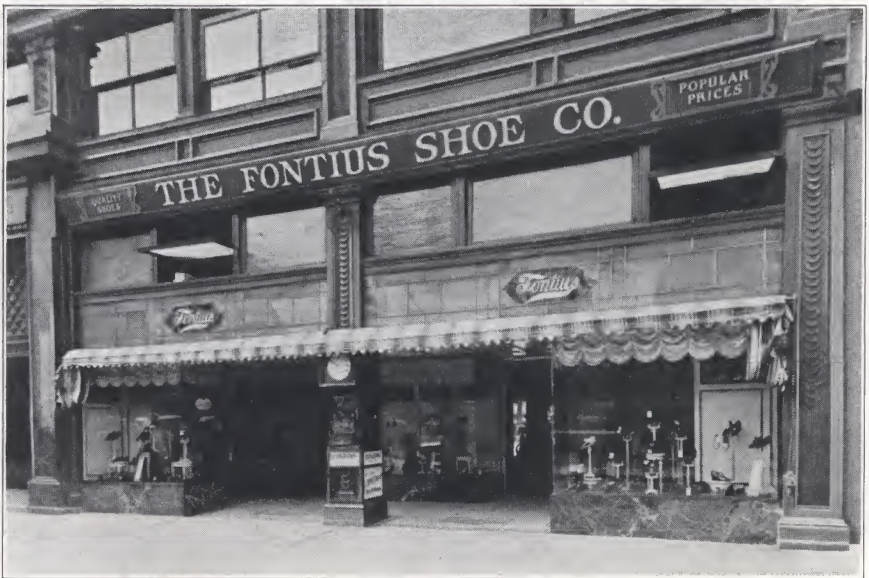
a ventilated setting, with a perforated gutter slide in the lower sash, so arranged that moving the slide a very short distance closes and seals the air inlet.

Remember, though, that even this circulation of cold outside air does not always keep the windows clear unless the window itself is shut off from the warmer temperature of the store by insulated partitions, on both back, sides, floor, and ceiling of the window and a self-sealing "refrigerator" window trimmer's door.

Electric Fan

More and more, experienced merchants are adopting the PERMANENTLY SEALED type of ZOURI Setting and installing Electric Fans in their windows. The rapidly moving air almost always keeps the glass clear of frost.

We have given this whole subject of clear windows a great deal of study and have come as near solving it under all possible conditions as is humanly possible.



*Plush window store front with large vestibule. Effective display for shoe ware.
Eighteen*

Before Remodeling.



*These two photographs are an example of remodeling
for Given Bros. Shoe Co., El Paso, Tex. Result—
Greater Sales, Increased Profits.*



After Remodeling.

Expert Advice at Your Service

THE smartest window trimmer who ever lived will “fall down” if the **WINDOW ITSELF** is not suited to his trim—if the store front is forbidding rather than inviting—and if soot and dirt are permitted to sift into the window and settle down on the trim.

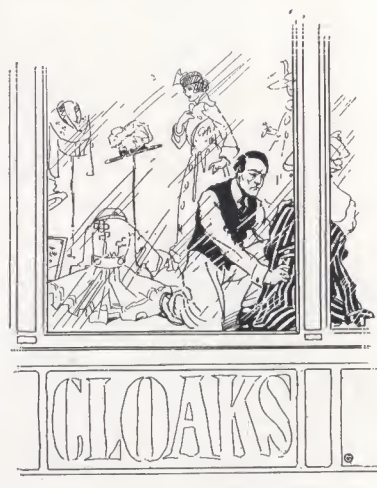
This is why we maintain a corps of experts whose one duty it is to study the needs of our customers and suggest or design store fronts that will be beautiful in themselves, furnish the **LARGEST POSSIBLE AREA OF ACTUAL WINDOW-DISPLAY SPACE**, protect against dirt and as much as possible keep the windows free from frost in cold weather.

Insurance Against the Rotting Evil

And here's another important thing: the cost of installing a new store front will be a poor investment if that new front is going to rot and rust and grow shabby and rickety in a few years.

All Zouri material is made from **COLD ROLLED COPPER**. It will not rot or rust and will last as long as the building.

By the use of Zouri we prevent rotting of wooden bases and sills by absolutely sealing them from any moisture by means of the continuous covering formed by using sill and sash. (See pages 14 and 32.)



*The smartest window trimmer will
“fall down” if the window itself
is not suited to his trim.*



Optical Store.

In this design we again see the advantage of the deep return for a narrow front. Note width of each return plate, giving all possible display space.



Two of the many Walkover store fronts using Zouri Settings.



The Story of Mr. Cassidy

YOU couldn't find a more striking example of alertness in applying modern merchandising methods than that afforded by Mr. J. F. Cassidy, owner of the Plymouth Store, 5140 North Clark Street, Chicago. Mr. Cassidy caters to the sartorial needs of men. In other words, he sells clothing and haberdashery.

"I installed **ZOURI** Safety Copper Store Front Construction myself," said Mr. Cassidy, "and paid for the same out of my own pocket.

"My store stands out all by itself, alone. I keep the copper polished to a high degree and it gives me a setting for my displays that the other people along the street haven't got. If you don't have something like this, one store is just the same as another. I figured that inasmuch as I had a ten years' lease it was good business for me to remodel, myself.

"I could have gotten another store front and saved money, perhaps \$300.00. Why, do you know the people come up here from clear down on 63rd and Halsted Streets (a distance of 14 miles) and from the Loop; they have heard so much about my store front.

"Nine out of ten merchants in my line," said Mr. Cassidy, "would probably feel they can't afford so much space for an entrance as I have, but I figure (and I find that I am right in my figuring) that the people walk into my store, where if the entrance was narrow, they would pass by. They do come in. **IT DRAWS THEM LIKE A MAGNET!**"

Pulling Power of the Window

And now we come to the points which make Mr. Cassidy's word about store front constructions particularly valuable,



Mr. Cassidy, who owns "The Plymouth," 5140 North Clark St., Chicago, says that "Zouri" gives him a compelling entrance, and a store front that stands out from the crowd.

because he has shown himself to be a keen merchant, and and entirely alive as to what his window means for him.

"In the neighborhood where I do business," he said, "my business is wholly gained from the window. Therefore, IT IS GOOD BUSINESS FOR ME TO SPEND MONEY ON MY WINDOW. Downtown it probably pays for the man who is selling clothing and haberdashery to advertise in the daily newspapers. Here, because I have a trade limited to this district there would be a big waste circulation for me in the newspapers and I really don't feel that it is good business for me to patronize them. So, aside from hand bills, the window is about my only advertising. I change it about every ten days and have an expert window trimmer; and it draws. So you can see why I have been so particular in my window setting and the way I keep it polished up."

Loss and Inconvenience in Broken Windows

When the writer called, Mr. Cassidy had a tempting Easter trim in his windows. "A horse ran away the other day and came within about three-eighths of an inch of my window," said Mr. Cassidy. "Imagine the loss of trade to me if that horse had gone into the window! Now, a window broken by any other means would have been just about as embarrassing and as costly to me at this time. It doesn't pay me to take such chances. I WILL TAKE THE SAFE WINDOW SETTING EVERY TIME"



Show window vs. newspaper. Vastly cheaper and twenty times more effective as an advertising medium.



The very attractive show windows of the Burwell Motor Car Co., Parkersburg, W. Va.

Twenty-five



Before



After

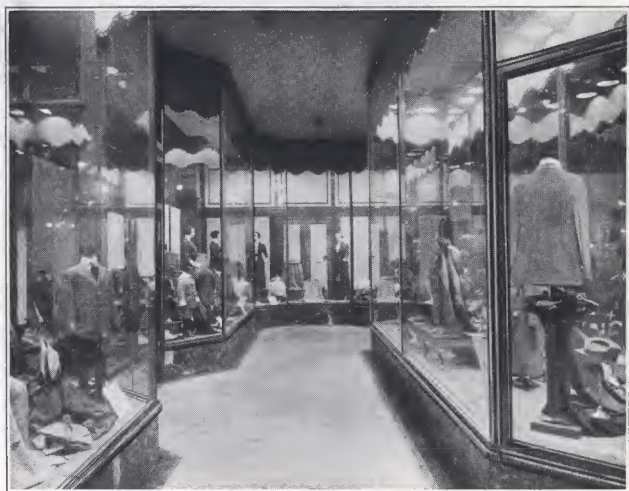
Note how old type bulky store fronts can be remodelled into an up-to-date sales-pulling front with "Zouri" store front construction.



This garage front is one of the additions to the architecture of modern automobile show windows installed for the Harper Overland Company.



The whole front of this Central City, Nebraska, clothing store proclaims the high character of merchandise handled.



Two vestibule or lobby views of arcade fronts.

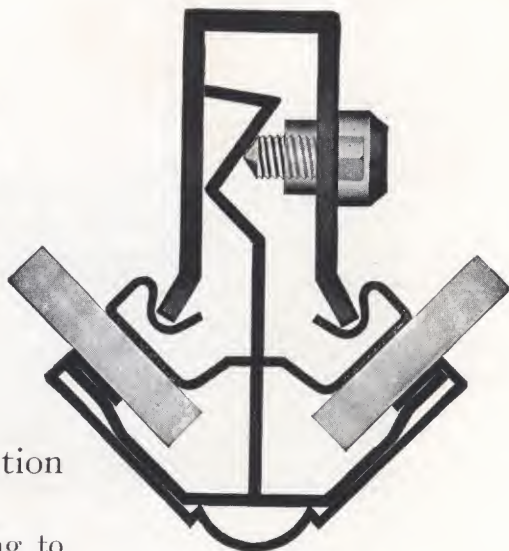




Two very attractive store fronts with great pulling power to the passing shopper, which means greater sales.



All Zouri Safety Key-Set Bars featured here are of the indirect screw pressure type free from the dangers of direct screw pressure. Can be set only with special small socket keys, eliminating the possibility of excessive pressure.

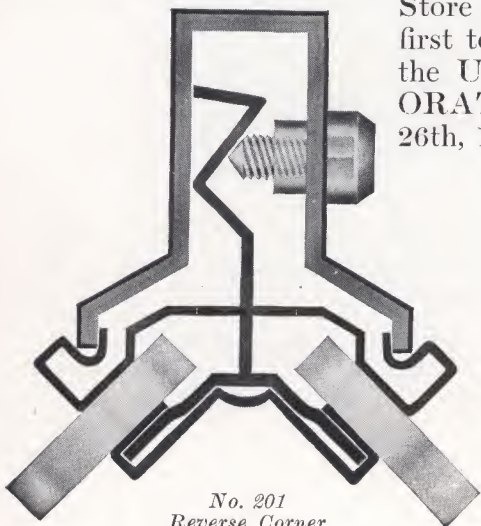


No. 200 Corner Bar

Plate Glass Conservation

In recent years, owing to the great demand for plate glass by the Automotive Industry, together with the enormous breakage of same in Store Fronts, there has been a movement towards **PLATE GLASS CONSERVATION** due to the extreme shortage of that necessary article and its consequent high price.

In this conservation work the **ZOURI DRAWN METALS COMPANY** has taken an extreme interest, and it is a matter of much pride to us to know that Zouri Safety Key-Set Store Front Construction was the first to receive the indorsement of the **UNDERWRITERS LABORATORIES** under date of July 26th, 1919.



No. 201
Reverse Corner
Bar

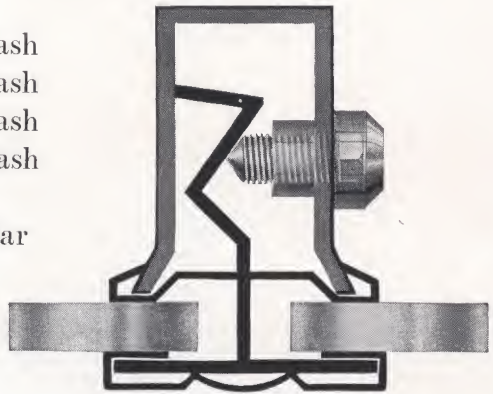
It is with pleasure that we **NOW** can announce to the trade that all **ZOURI CONSTRUCTION** is being thoroughly inspected by the **UNDERWRITERS' LABORATORIES** and bears their stamp of inspection.

The Members Stamped thus:

*Zouri Safety Key-Set Construction Ptd.
Underwriters' Laboratories Inspected.*

are as follows:

- No. 105 Safety Key-Set Sash
- No. 110 Safety Key-Set Sash
- No. 115 Safety Key-Set Sash
- No. 117 Safety Key-Set Sash
- No. 200 Corner Bar
- No. 201 Reverse Corner Bar
- No. 300 Division Bar
- No. 305 Division Bar

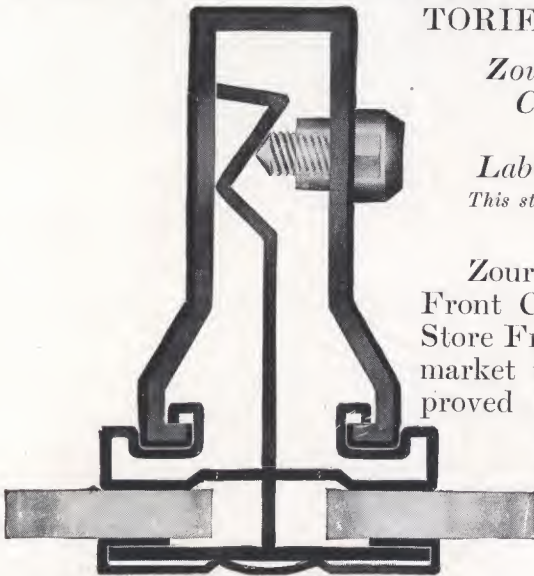


No. 305 Division Bars

For your convenience in specifying Store Front Construction, we suggest your insisting upon the following specifications:

Glazing Specifications

All Metal Sash, Corner Bars, Reverse Corner Bars, Division Bars and Self-Adjusting Setting Blocks used in Store Fronts must have the **UNDERWRITERS' LABORATORIES** stamp of inspection.

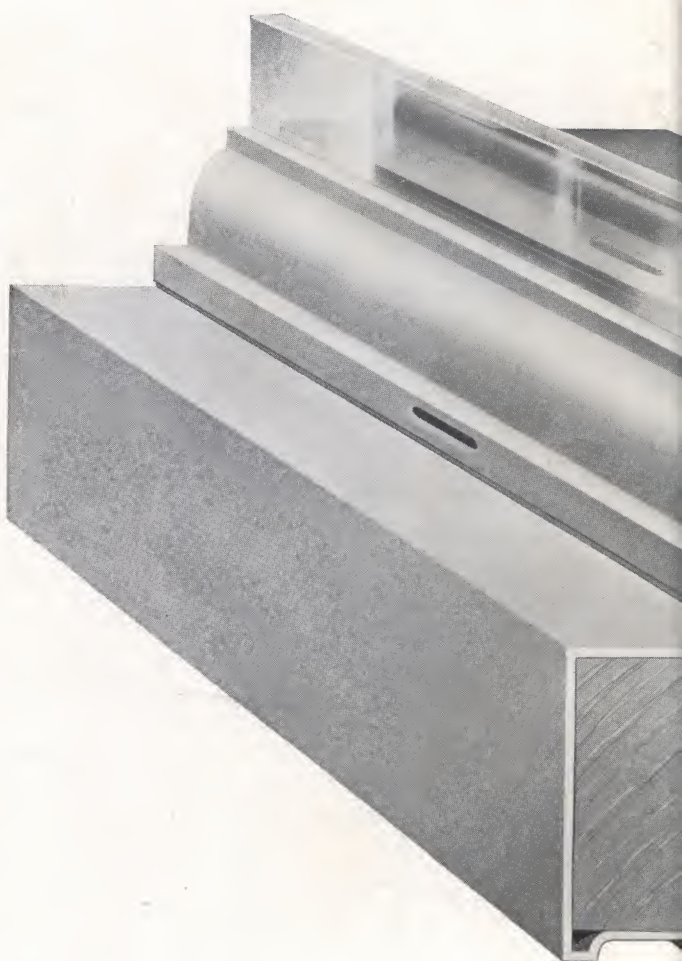


No. 300 Division Bar

*Zouri Safety Key-Set
Construction Ptd.
Underwriters'
Laboratories Inspected.*

*This stamp appears on all ZOURI
CONSTRUCTION*

Zouri Safety Key-Set Store Front Construction is the only Store Front Construction on the market to date passed and approved by them as the safest known setting for plate glass.



FULL SIZE

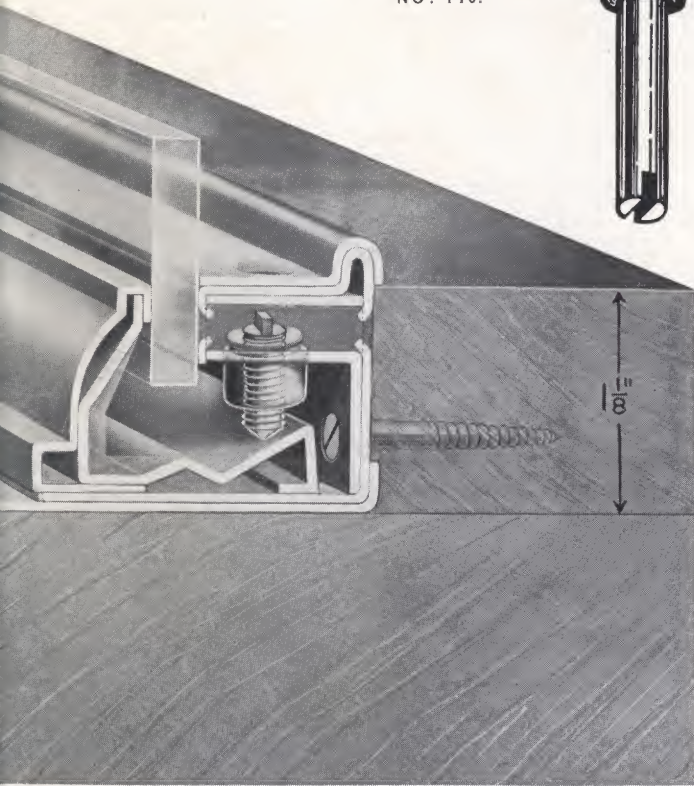
ZOURI SAFETY KEY-SET SASH AND BARS

All Zouri Safety Key-Set Sash and Bars are tested and approved by the
UNDERWRITERS' LABORATORIES as the standard for safety.
stamp of inspection thus:

Zouri Safety Key-Set

Underwriters' Laboratories

KEY FOR SETTING
ZOURI SAFETY
KEY-SET SASH
NO. 110.



ERSPECTIVE

110 WITH SILL COVERING NO. 705

have been passed and approved by the UNDER-
t known setting for plate glass and bear their

t Construction Ptd.

ratories Inspected.

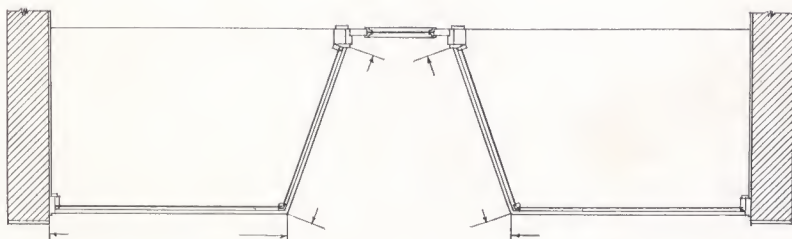
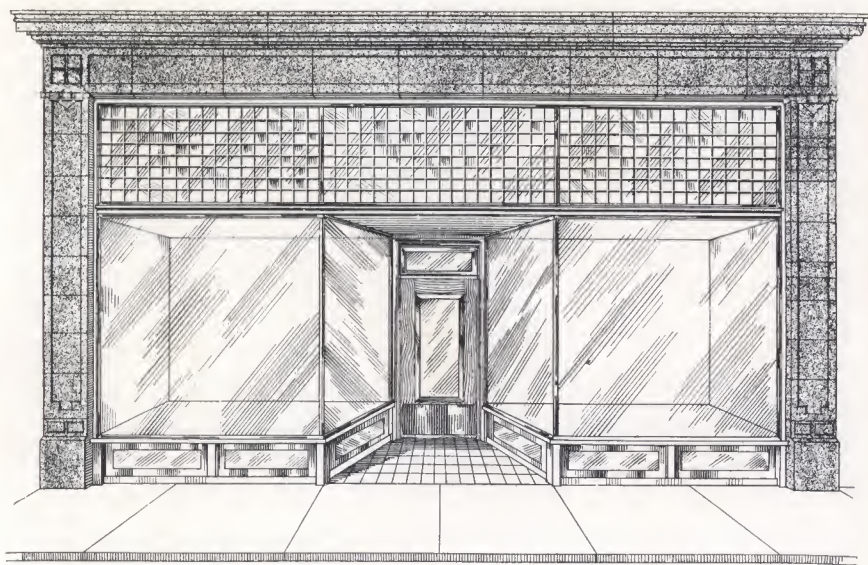
Store Front Plans From Our Service Department

IN the following pages we illustrate a few out of hundreds of plans of store fronts designed for customers by our Service Department.

You will notice that we begin with very simple fronts and progress to the more modern ones.

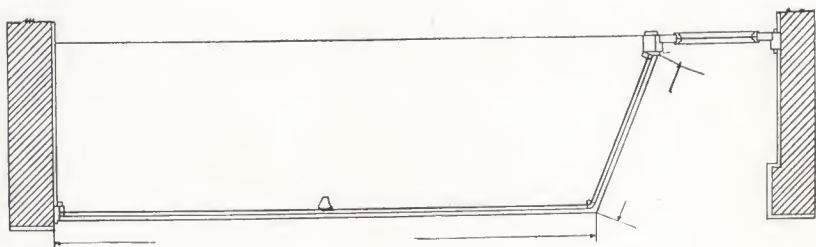
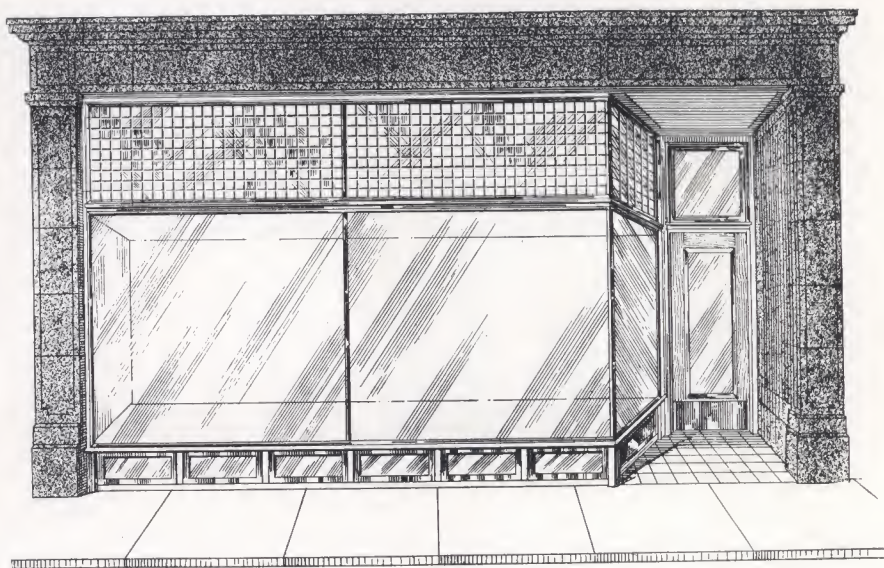
Here is a case, where pulling-power is vastly more important than first cost.

And the increased daily earnings of better fronts will pay tremendous dividends on the really small difference between the cost of the older and newer styles.



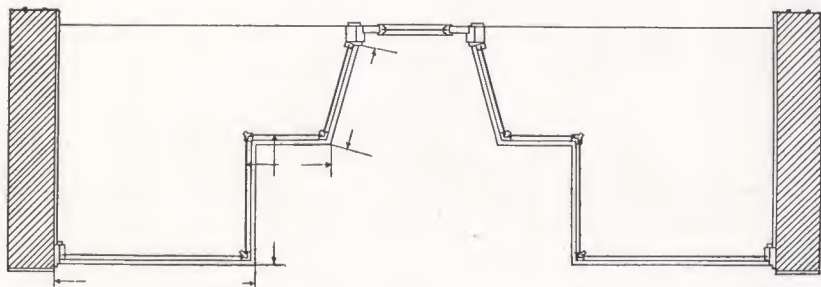
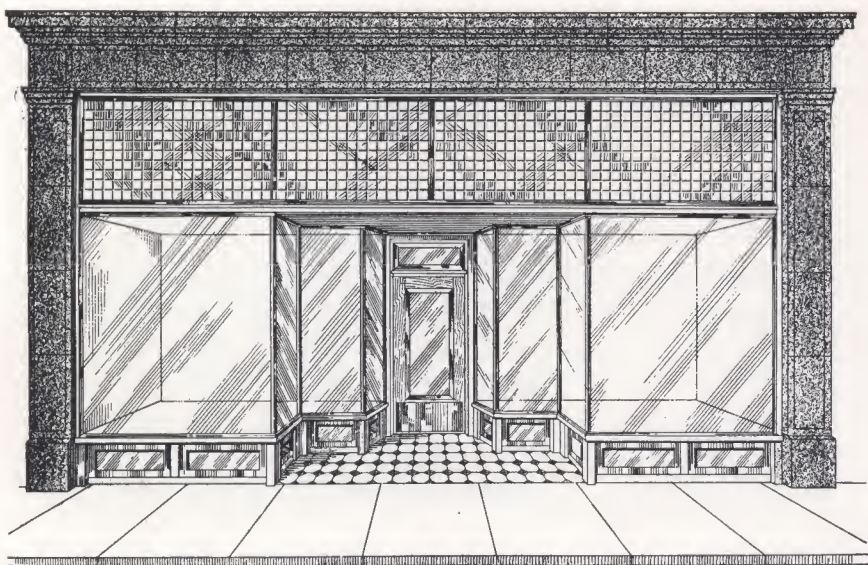
Zouri Store Front No. 1

Here an old-style front is depicted. The minimum of display space is provided for. We might characterize this plan as "how not to do it," if you've the room for a modern arcade store front. If not, this plan will do for a front from 18 to 25 feet wide.



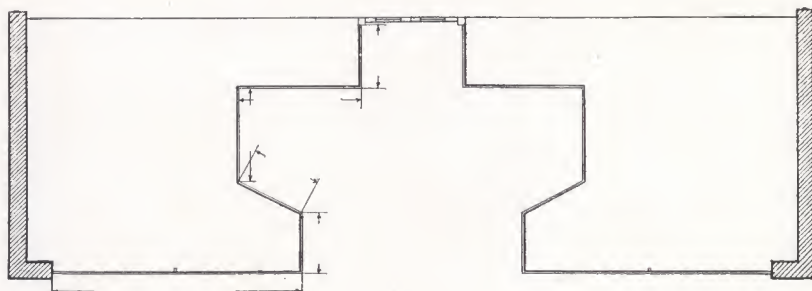
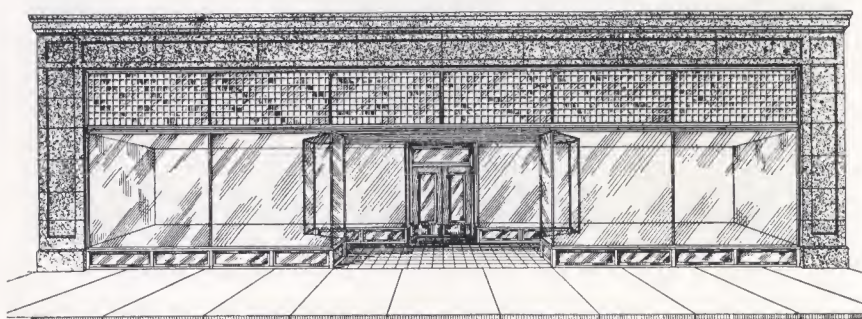
Zouri Store Front No. 2

A simple side entrance effect, for a front running 20 to 30 feet in width. It has one virtue: a wide, unbroken expanse, where a display can be built up with room to bring out a mass effect, for one department of your store only. Merchants generally desire more parts of their store to "speak" through the window.



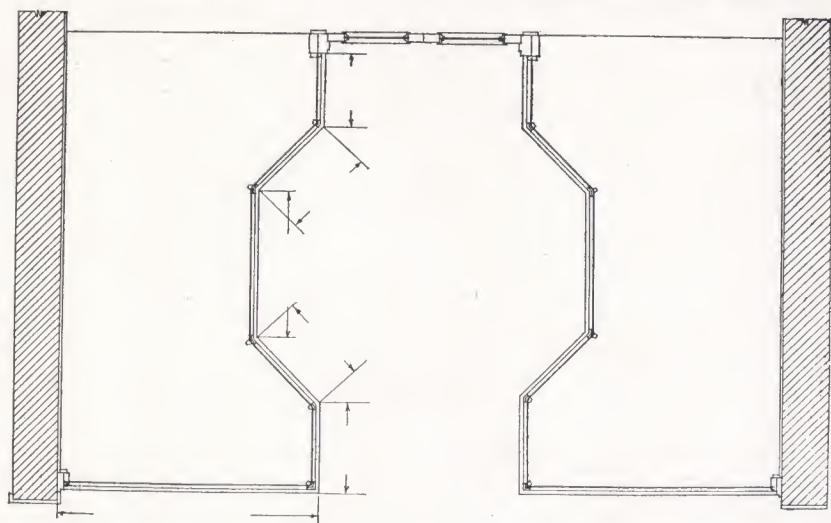
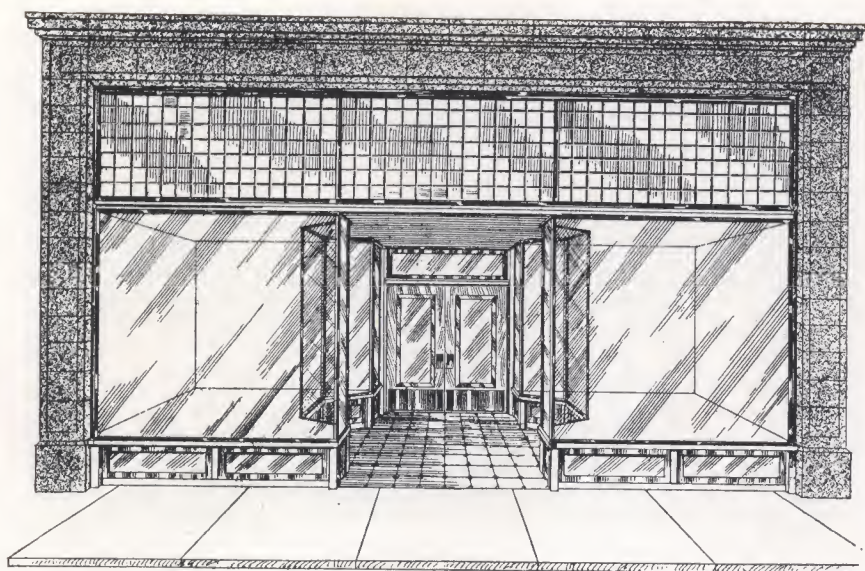
Zouri Store Front No. 3

Now we approach the modern idea of giving each department in the store a chance to speak through the windows. This plan is good for a front of from 25 to 40 feet in width.



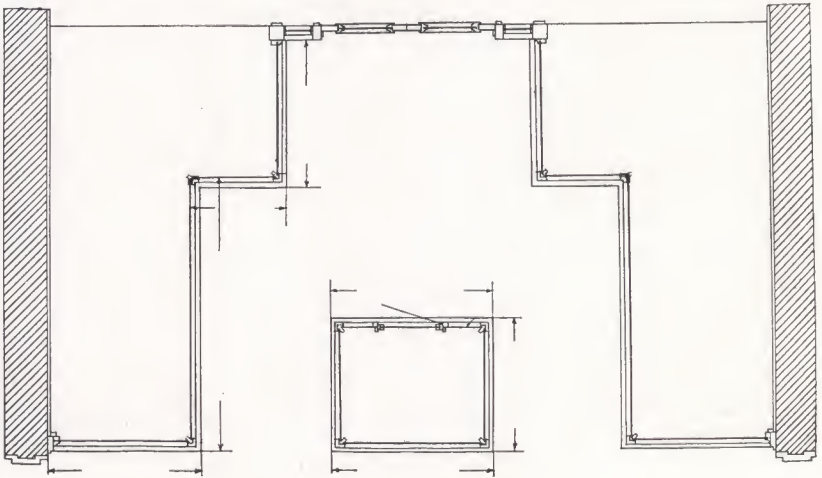
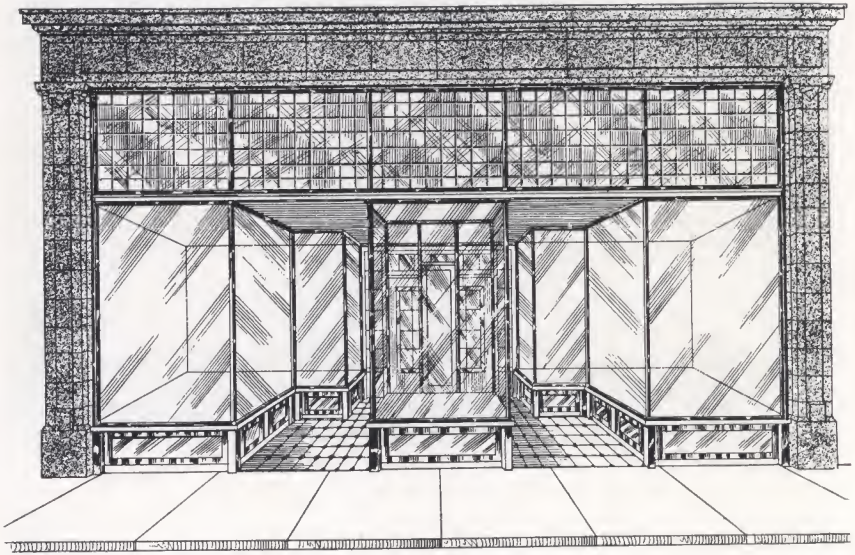
Zouri Store Front No. 4

An arrangement for fronts ranging from 60 to 80 feet in width, which gives still more window space, and “tempts” the would-be buyer close to your welcoming door.



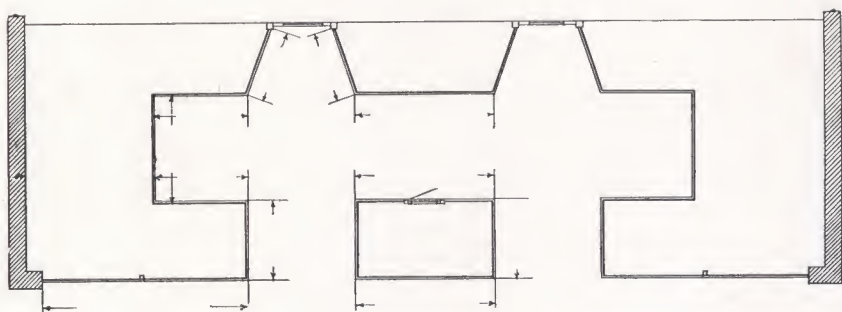
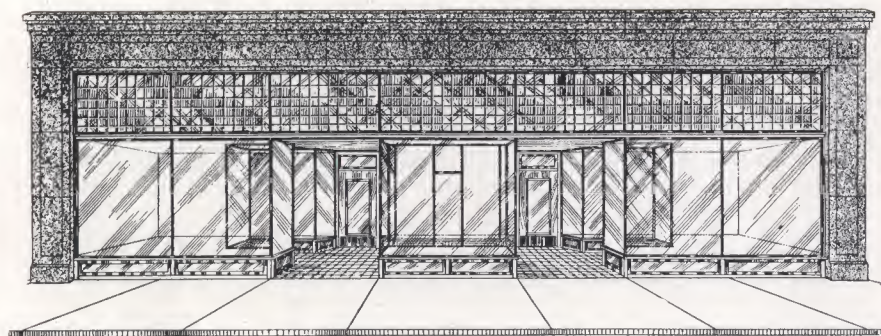
Zouri Store Front No. 5

Splendid for a deep store, with a narrow front, say 18 to 30 feet wide. We remember a women's specialty store in Philadelphia that displayed nearly its entire line in just such a front as this. And such a crowd of women as you'd find in the bays—looking and entering.



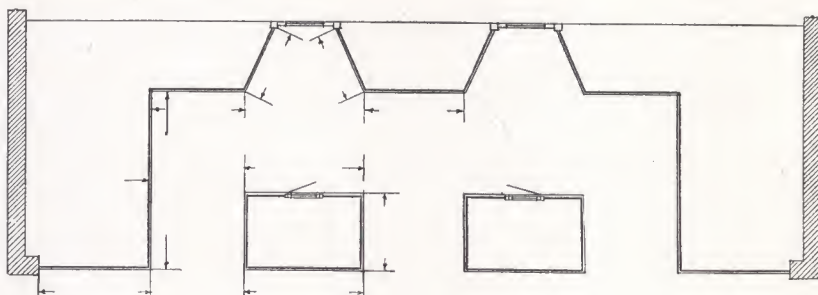
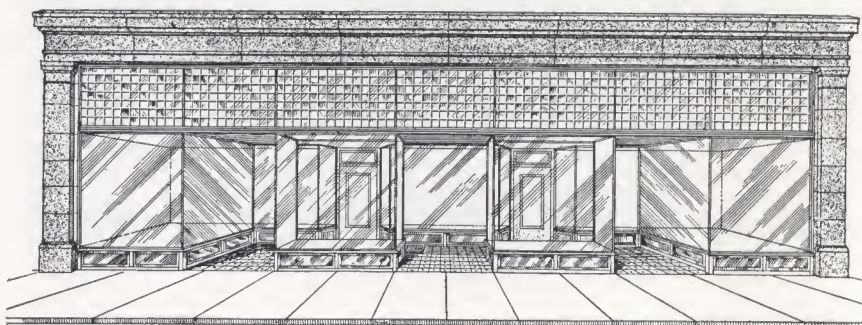
Zouri Store Front No. 6

For a front 25 to 50 feet wide. A generous amount of window space is here obtained in fairly narrow limits, and the arcade "trap" gets in its work.



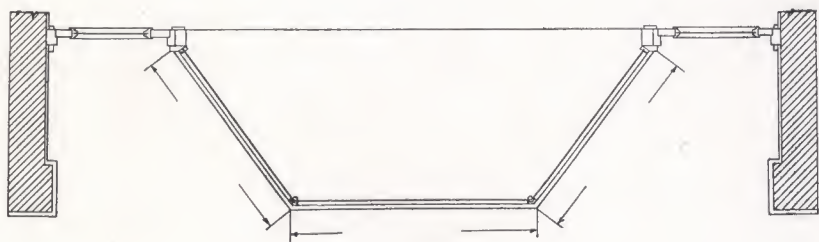
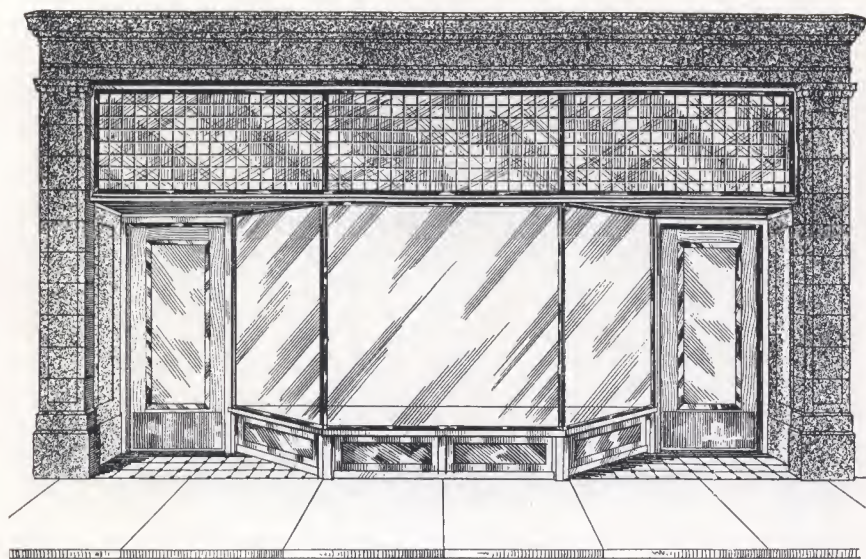
Zouri Store Front No. 7

Still more window space, for a still more varied stock. A good plan for fronts from 45 to 100 feet wide. You can easily serve sixteen departments in your store with a pulling window display.



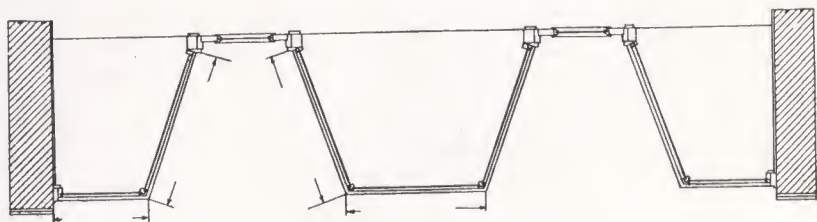
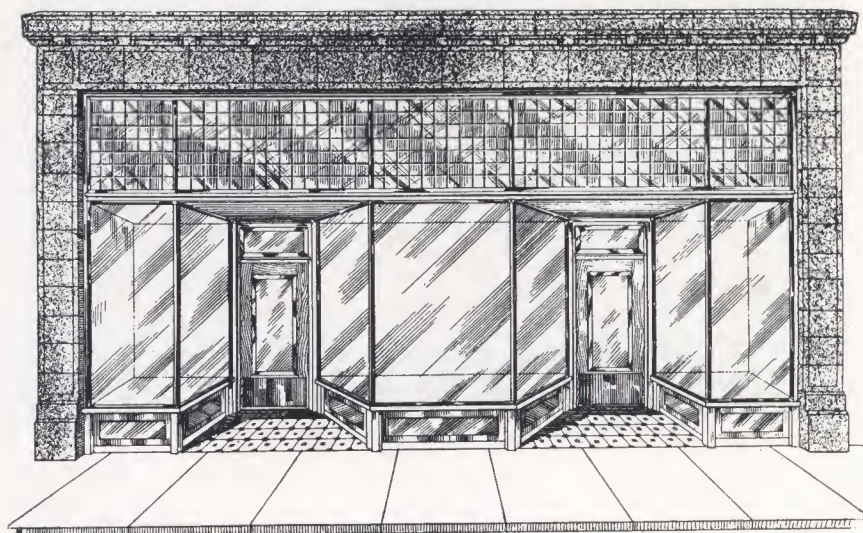
Zouri Store Front No. 8

Now we come to the modern arcade idea. Your front, say, is 50 to 100 feet wide. This is your plan, then. By a clever arrangement of outside show case and window, you present to the passer-by a message from every department in your store. Once in your "alley," the door leading into your store, is about the easiest way "out."



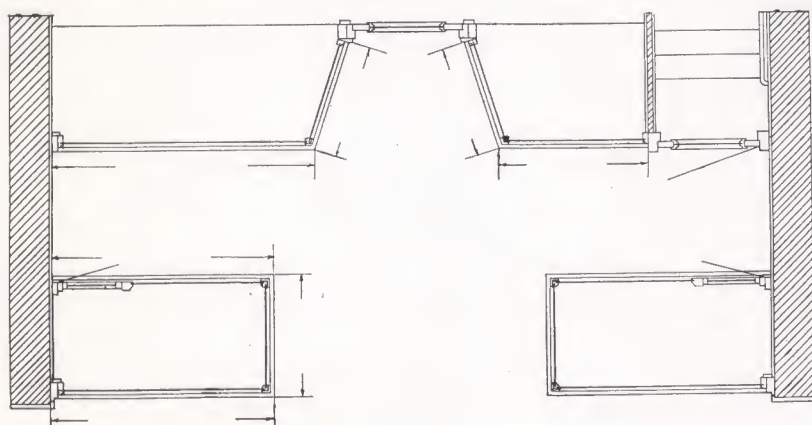
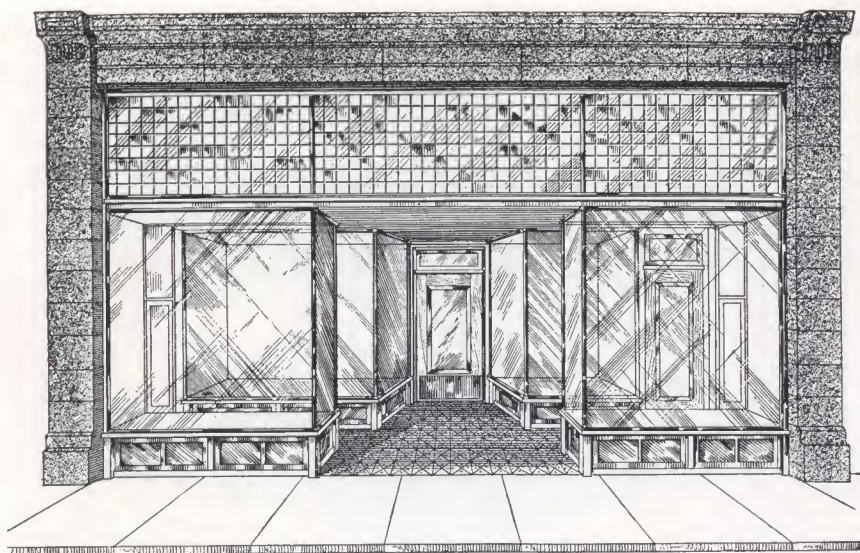
Zouri Store Front No. 9

Should you desire a double entrance for certain lines of business—with one door on either side, with a front, say 20 to 25 feet wide, you probably couldn't do much better than in the arrangement depicted above.



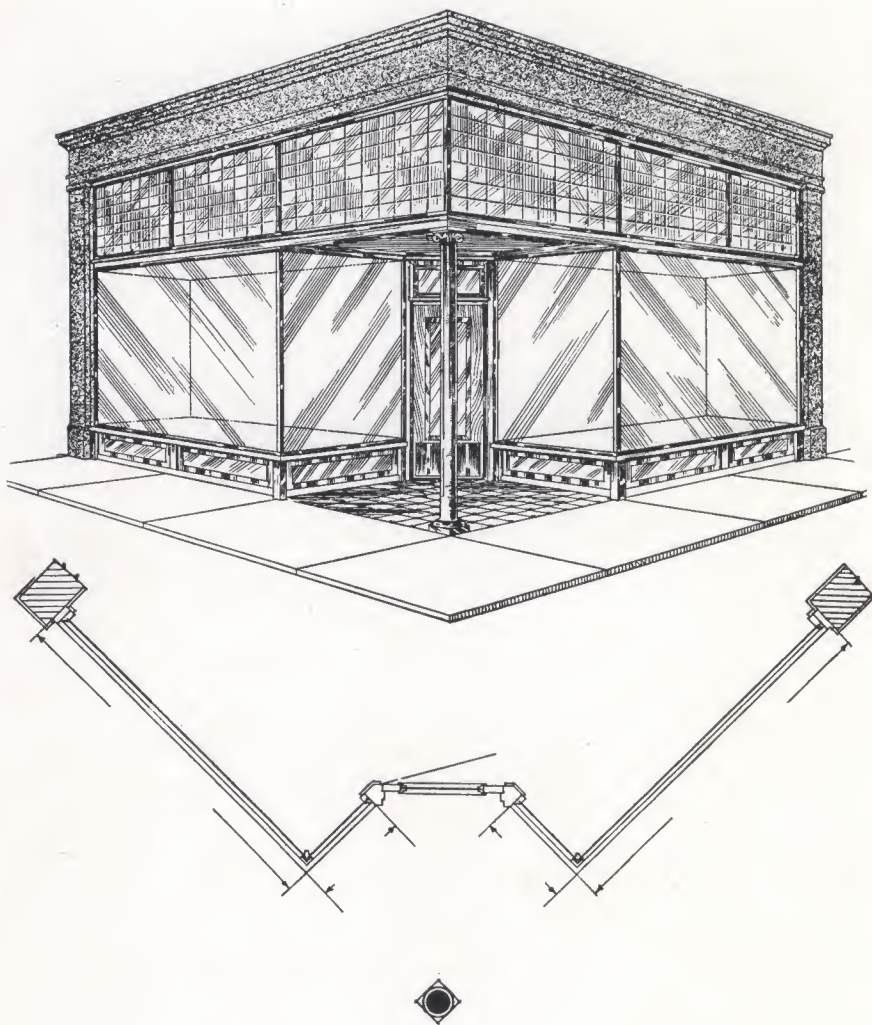
Zouri Store Front No. 10

A simple double-entrance plan for a front 25 to 40 feet wide. A fair amount of window space. There are situations we find that have to be treated about like this.



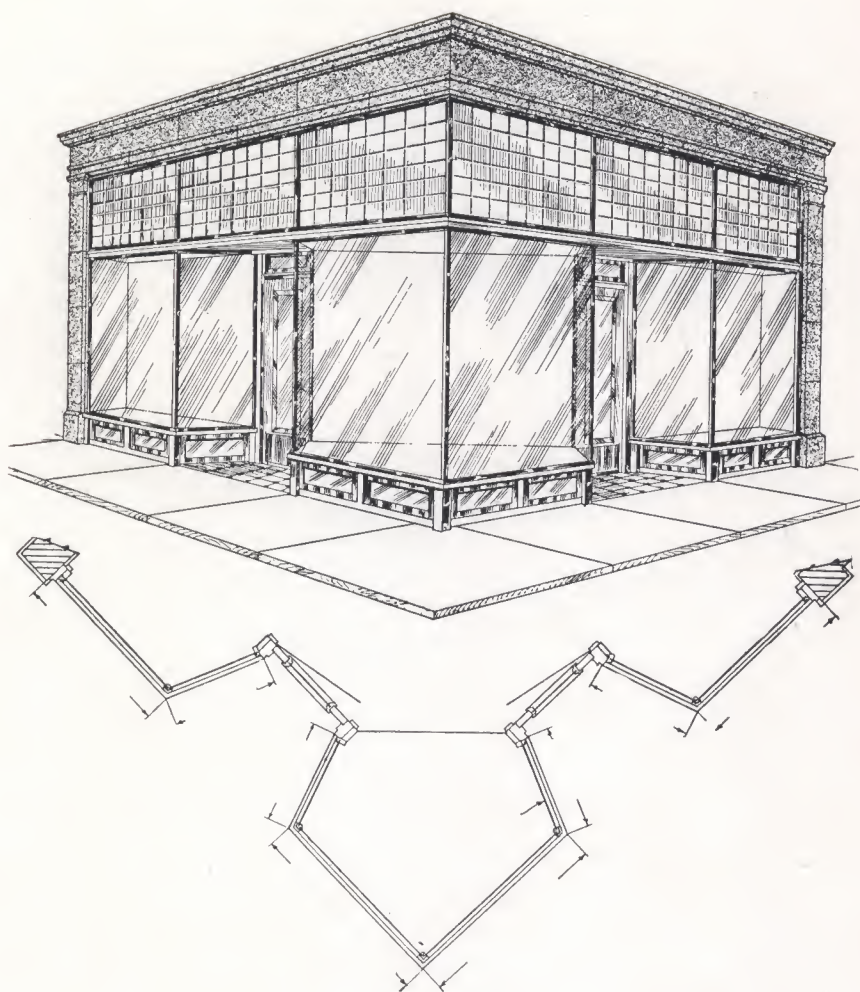
Zouri Store Front No. 11

For fronts 40 to 80 feet wide. Lots of display space, with a comparatively simple and inexpensive arrangement. Note the way the stairway to the second floor is disposed of so as not to levy at all on the valuable on-the-street space.



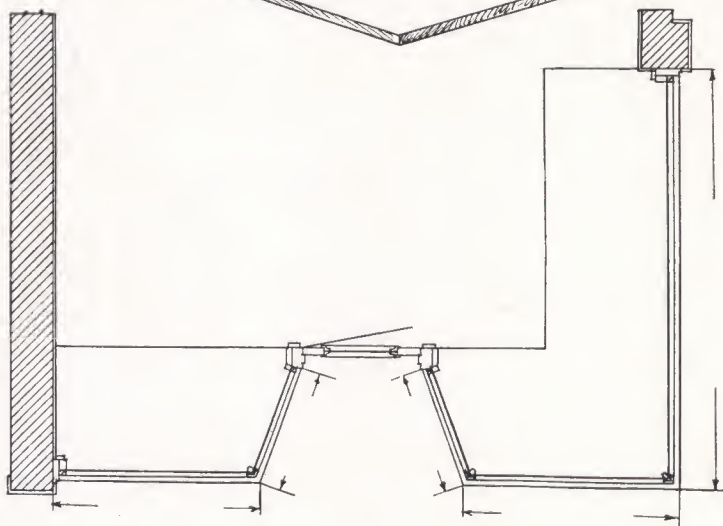
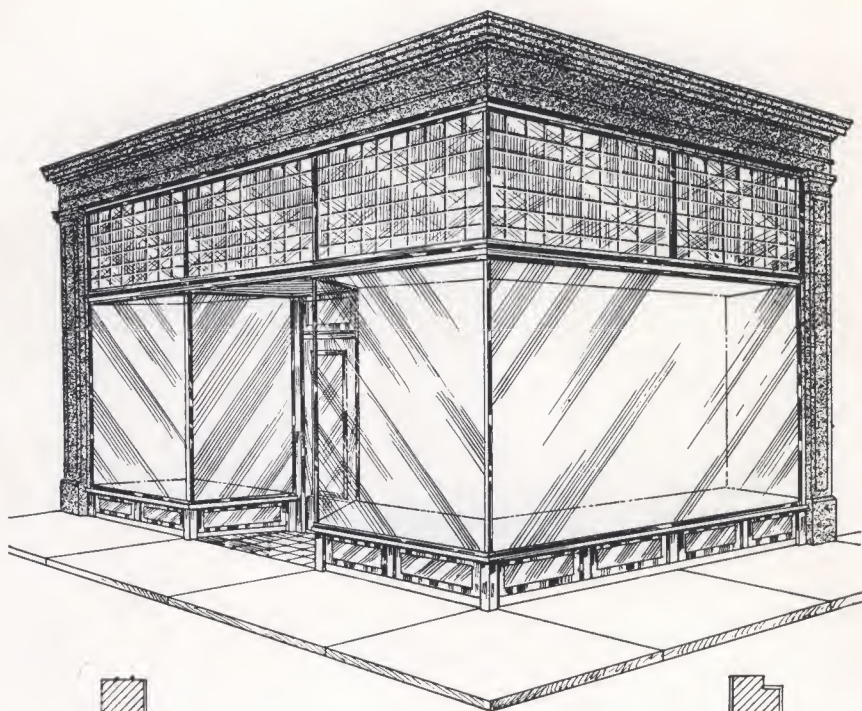
Zouri Store Front No. 12

A corner-store arrangement, good for a front running 25 to 40 feet on either side. The entrance right on the corner is found right valuable in many instances.



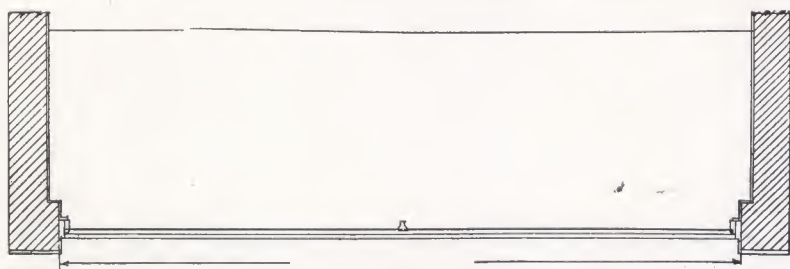
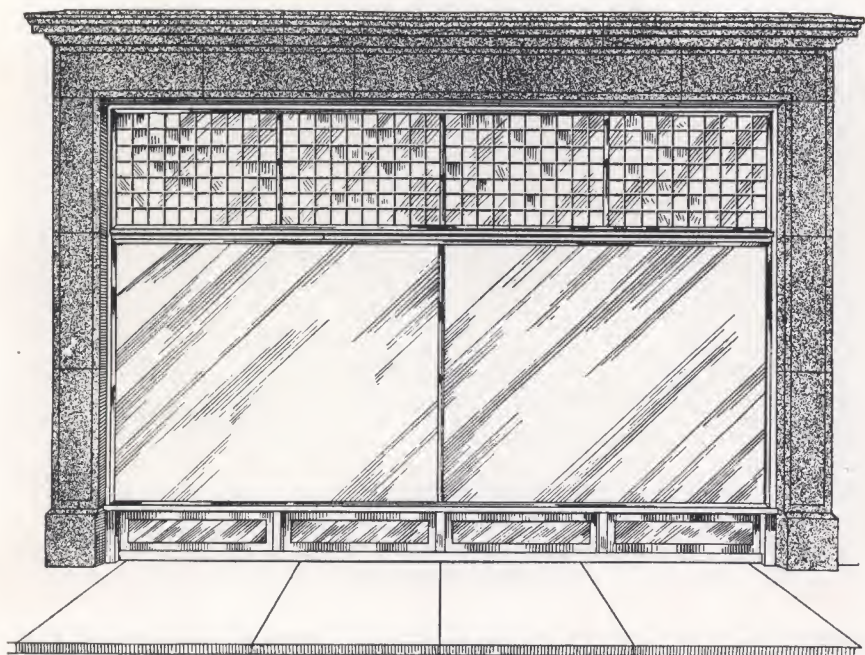
Zouri Store Front No. 13

A corner-store arrangement with two entrances, and with a valuable window-space right on the corner. This plan will do for a store running 25 to 40 feet on either street.



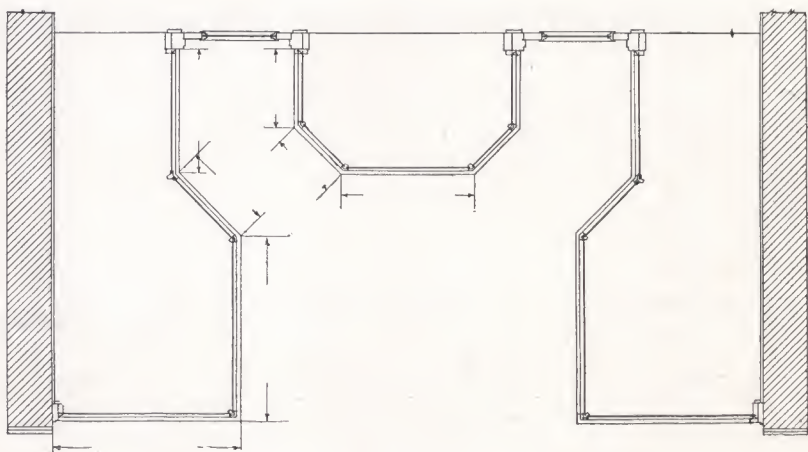
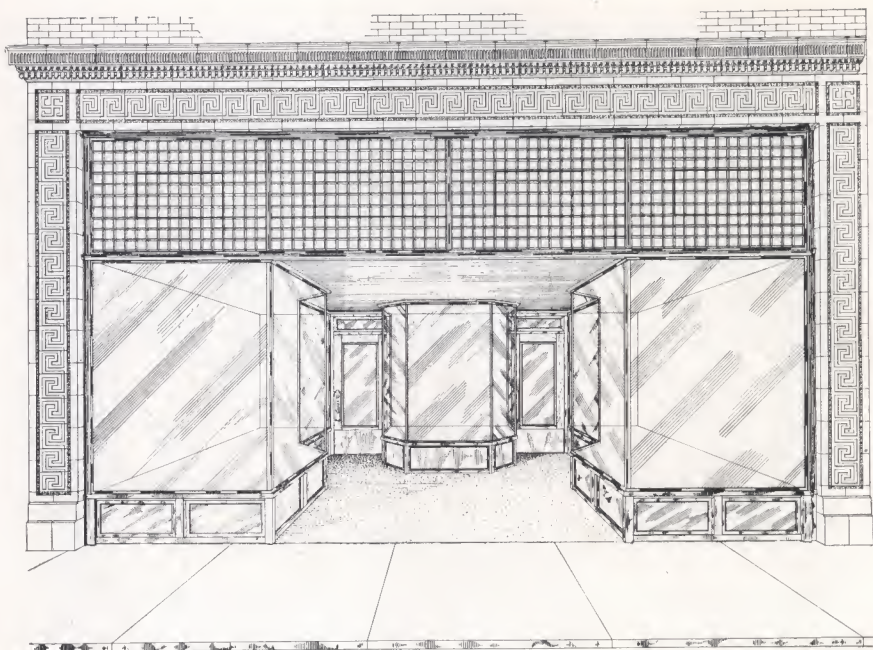
Zouri Store Front No. 14

Presumably the street to the left is the "main-traveled road." In any event, this plan, good for windows 18 to 30 feet wide, makes the best of limited space.



Zouri Store Front No. 15

For a single window, 12 to 25 feet wide, with no breaks for entrance of any sort. This plan shows a "return" on a side street or alley. It shows how a blank wall can be converted into a display window.

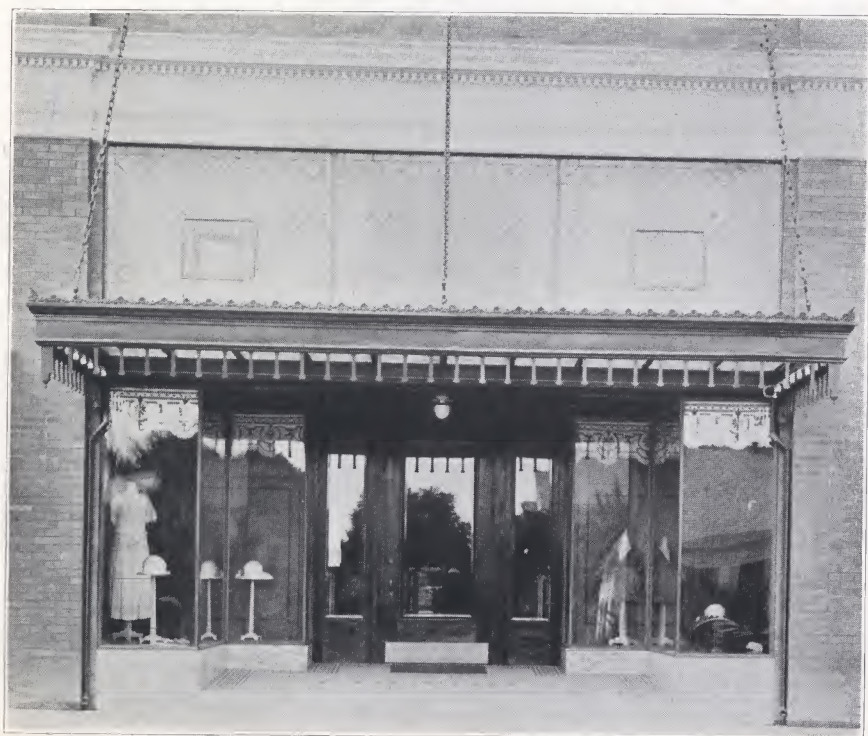


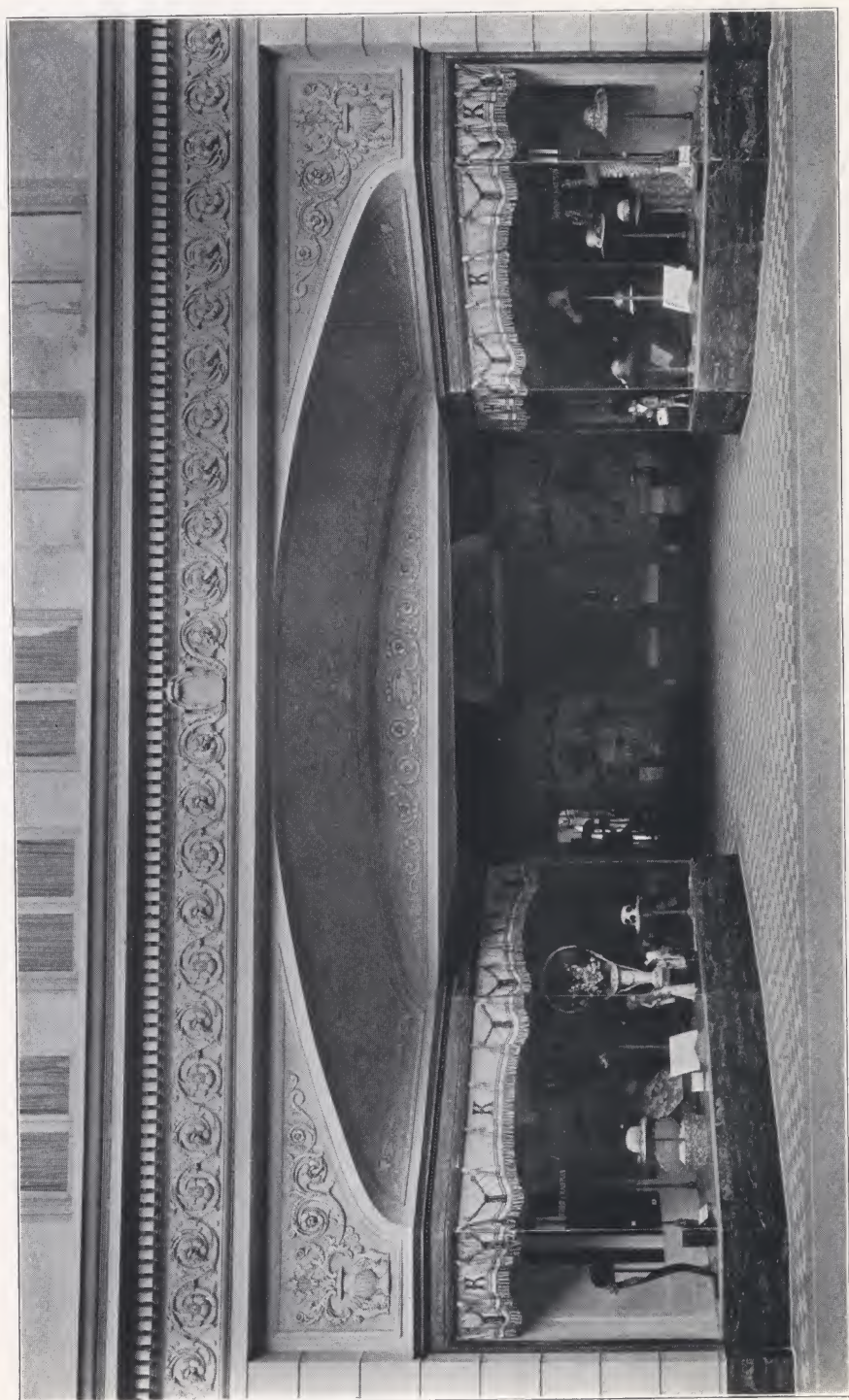
Zouri Store Front No. 16

The passer-by who looks your way gets glimpses of your goods the whole width of your store, which should be at least 30 feet wide and not wider than 50 feet if you use this plan.



Two views of Goodwin's store at Pocomoke City, Maryland, showing the attractive corner view and inviting entrance.





ARTHUR I. KAUFMAN, Inc.

311 BARONNE STREET

MILLINERY EXCLUSIVELY

NEW ORLEANS, LA.

April 1, 1934

E. W. Ullrich Glass Company, Inc.,
808 Baronne Street,
New Orleans, Louisiana.

Gentlemen:-

As you well know, during the last few weeks you have just completed our store front under the supervision of Messrs., Weiss & Dreyfous, Inc., architects, and we want to tell you it has been complimented upon and admired by everyone.

The value of this beautiful large vestibule and unusual style of show windows are of the utmost importance in a retail establishment, and the result, we must say, is of inestimatable value in displaying and selling merchandise.

Although our store has only been opened a short time, we can readily see that the move in having such a wonderful store front will more than repay for the cost in a very short time.

Yours very truly,

ARTHUR I. KAUFMAN INC.

Arthur I. Kaufman

Pres

AIK:M



OFFICE OF
Rau and Company

Chicago Heights, Ill., April 22nd, 1924

The Zouri Drawn Metals Co.,
Chicago Heights, Illinois

Dear Sirs:-

The Zouri modern store fronts installed in our building have given perfect satisfaction and we feel that we have the most attractive windows in the city. The skeleton effect accomplished by this simple construction is a very necessary part of a fine window display and has surely been an important factor in the promotion of our business. Well trimmed and up-to-date windows will directly sell more merchandise than other forms of advertisement.

In addition to many favorable comments received from our patrons, we have had a number of inquiries from merchants in other cities regarding your construction.

Yours very truly,
Rau & Company

M. L. Rau

MLR.ELF



LEON HEYMANN, PRESIDENT

LEOPOLD KRAUSS, VICE PRESIDENT

MAX KRAUSS, SECRETARY

KRAUSS COMPANY, LTD.

NEW YORK OFFICE
38 WEST 32ND ST.

WHOLESALE AND RETAIL
CANAL, BASIN AND FRANKLIN STREETS

TELEPHONE
MAIN 461

NEW ORLEANS, LA.

April 4th. 1924.

E. W. Ullrich Glass Company,
808 Baronne St.,
City.

Gentlemen:-

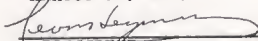
The new store front that you erected for us under the supervision of Favrot & Livaudais, architects, is perfect in every detail and has been, and is, very much admired. We are indeed very glad that we have had you install Zouri Drawn Metals Company's Key-set Store Front. The safety features particularly appeal to us for the reason that we feel that breakages are reduced to a minimum, and although we have the plate glass insured, nevertheless, breakages are always annoying, and deprive us of the use of the show windows during the time the glass is broken, and the replacement of it.

The hinged metal show case doors also appeal to us on account of the small stiles, which reduces the obstruction of vision to a minimum.

In other words, the key-set construction meets with our approval in every respect, and our only regret is that we did not have these improvements made several years ago.

Sincerely yours,

KRAUSS CO. LTD.


PRESIDENT

LH:MM



JOHN G. DIXON

FRANK G. FOGG

DIXON & FOGG

INCORPORATED

AGENTS:
NYAL'S FAMILY REMEDIES
HUYLER'S CHOCOLATES
LUCAS PAINTS

WHOLESALE

BELL PHONE 170

DRUGGISTS

RETAIL

SALEM, N. J.

*Heres Turner Co
m. Plummer*

Feb 8 1924

Dear Sir

*You are at liberty to
show our store front & your
booklets they have proven to be
not only attractive but good sellers
as well.*

*Yours very truly
Dixon & Fogg
J. G. Dixon*



E. H. BOWLER

TELEPHONE 399

T. H. BOWLER

BOWLER & BOWLER

ATTORNEYS AT LAW
SHEBOYGAN, WISCONSIN

May 5, 1924.

T. C. Esser Company,
Milwaukee, Wisconsin.

Gentlemen:

We are very much pleased with your work in connection with the installation of the copper and glass front on our building in this city. We think the Zouri Drawn Metals Company who took care of the copper work did excellent work, and we take pleasure in writing you our appreciation of the entire job as installed by you.

Respectfully yours,

*Bowler & Realty Co.
By E. H. Bowler Pres*

R. J. LAMB DEN & SON



Cocomohol City Md
Feb 8th 1924

Mrs Turner Glass Co
Phila Pa.

Gentlemen:- your letter of the 7th, at hand. It is perfectly all right to use our store front. And we might add right here, we wouldn't sell it from the store for many times ^{what} it cost us, it is the greatest salesman we have, there isn't any way to figure how much a window sells but our business is increasing all the while, and the windows are doing their share, and more. Our advice to anyone who expects to stay in business, is first get good windows, and cut out some other things, you have got to get them inside before you can sell them. Please send us a copy when it is completed.

Very truly yours
P. J. Lambden & Son

Our Service Engineers Will Gladly Coöperate With You and Your Architect, to the End That Your Store Front May Be Fashioned to Pull New Business

You need but tell us the nature of your business, your location, (corner, alley, middle of block, etc.) dimensions of your present store front—or of proposed new building front.

A photograph of your front will assist us to advise you intelligently and to quote price if you desire it.

*Will you please answer the
questions on the next page,
tear out this leaf, and mail to*

Zouri Drawn Metals Company
Chicago Heights, Ill.

*Zouri Drawn Metals Co.,
East End Avenue,
Chicago Heights, Ill.*

Gentlemen:

The nature of my business is.....

My store front is.....feet high,.....feet wide.

My store building is.....feet deep

My store is on the corner...., alley...., middle of block....

Store front plan No....., on page...., appeals to me most.

*I ^{am}
_{am not} sending photograph of my store.*

Name.....

Address

.....



